Peer pressure is a dangerous, wide-spread and unavoidable social influence that can affect people of all ages from a variety of social scenes. The effects of peer pressure can vary depending on individual personality strength although the final result for each case will often round up being either extremely similar or exactly the same. There are a large variety of contributing factors that influence peer pressure in today’s modern society, one of the more recently predominant ones being social networking sites including Facebook. This is my chosen focus topic for this investigation. I have personal experience with Facebook related peer pressure and addiction and have seen how damaging it can prove to be, especially to younger Facebook users. I will obtain the majority of my information from Newspaper articles, magazine articles and internet sites and in order to gain primary source information, I will conduct a survey using the website ‘Survey Monkey’.  
  
The strong relationship connecting Facebook to Peer pressure can often result in individuals and occasionally groups engaging in certain behaviours or attitudes they wouldn’t normally feel comfortable doing. High social status or popularity is often envied by the majority of teenagers therefore enforcing pressure to gain as many ‘Facebook friends’ as possible, heightening ego and expectation that each friend is a step up the social ladder. Having a socially competitive Facebook account can tend to open the door to more than just a competition for high ranking social status. In order to gain popularity and acceptance from the ‘in crowd’, making yourself distinguishable from others is crucial. This leads to the false expectation of having to create witty status updates that receive the most ‘likes’. This doesn’t only open up a gaping opportunity for abuse but is also the cause of many online arguments and fights that often end up getting way out of hand.  
  
The more positive reinforcement an individual gets from social networking sites such as Facebook, the more addicted they become. Positive reinforcement could include friendly photo comments, wall posts, friend requests or Facebook invitations. All of these examples strongly draw people in Facebook’s highly addictive activity and is a major contributing factor to constantly dropping school grades and lack of commitment to extra-curricular activities which further leads to a very common question asked by people all over the globe: ‘What makes Facebook so addictive?”  
The most obvious answer that comes to mind is the constant availability to contact other people. The more active your Facebook, the more addicted individuals become. A person with 1000 friends who constantly receive 20 wall posts and friend requests per day have a much higher chance of becoming addicted than a Facebook user with 10 friends.   
  
35 people participated in the taking of my survey titled ‘Facebook pressure and distraction’ and after analysing the results I discovered a whopping 72% of the participants admit to being highly addicted to Facebook and check their account multiple times a day, whereas the smaller 28% check their Facebook less than once a day and don’t experience distraction from school and/or extra-curricular activities. 55% of people admitted to feeling regularly pressured over Facebook into doing or behaving in ways they would generally consider uncharacteristic whereas the remaining 45% claim that they don’t often experience or feel pressured via Facebook.  
  
Facebook distraction and addiction is one of the most highly spoken about topics in the media. Now days you can open an average magazine, newspaper or home internet page and almost guarantee Facebook will be mentioned somewhere amongst the contents. A recent article featured on ‘Digital Trends’, an online site states that Facebook is more addictive than sex and cigarettes. Throughout the article Jeffrey van Camp discusses his research methods, results, solutions and discusses his discovered results and conclusions.   
  
In today’s modern society, internet access in the average family home is not uncommon but expected. Many families currently possessing internet access are only aware of their own personal activity and either unaware or oblivious to the activity being engaged in by other members living under the same roof. Although many adults have now discovered social networking sites such as Facebook, a large number of adults have only heard of it through passing conversations engaged in with younger people such as their children. Facebook, when used correctly and for the right reasons is not a dangerous tool, but quite a useful one. However, in saying that, there will always be the large percentage of Facebook users that use it incorrectly as a tool for abuse.   
  
Over the past few years, Facebook has not only become one of the most popular social networking sites of this generation, but has quickly developed into a symbolic icon in modern society. There are currently over 500 million active Facebook users worldwide, growing daily. A large percentage of these Facebook users are participating in some sort of education, whether it is school, college or University. This causes constant distraction and often concerns the individual’s parents and teachers as the distraction has the ability to tamper with their learning abilities and outcomes.

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